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15 East 26th St., New York 10, N. Y.

*Garden
Chrysanthemums
1953*

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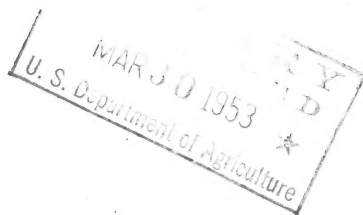
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Gloeckner

CHRYSANTHEMUM CUTTINGS

Garden Chrysanthemums for 1953

We take pleasure in offering you a complete listing of the best in HARDY CHRYSANTHEMUMS. The cuttings are the finest available, packed in new cartons in the same manner as regular pompon and standard varieties for greenhouse culture.

Deliveries can be arranged for late February or early March for those who want to flower pot plants for Mother's Day or Decoration Day.

ORDER NOW! Use the list as an order sheet. Return in a large size envelope with your remittance if you do not have an account with us or are not listed with trade credit associations as an established concern.

A GLOECKNER Chrysanthemum Manual will be sent to you upon request, if you grow the regular cut flower varieties. This manual contains detailed information invaluable to growers of cut Chrysanthemums.

NEW GARDEN VARIETIES

ORLOMA

Luminous apricot bronze, full decorative type. Bushy cushion habit of growth and very free and durable. Early blooming September 15th.

MADAME CADILLAC

Mulberry wine red solid large pompon type of great substance. Strong bushy and compact habit. Blooms by September 20th and lasts well into late October.

DWIGHT DOUGLAS

Dazzling golden yellow large decorative. Medium tall and very free and excellent for cutting. Blooms October 5th to 8th.

PONCA

Small Decorative. Deep lavender pink. Compact and prolific. Useful for gardens and pot plants. Oct. 10.

RONNIE

Small dark lavender button pompon. Vigorous and productive. Striking color and form for garden culture. Oct. 12.

ORSONA

Reddish bronze full decorative type. Very good bushy growth. Very desirable and showy. Blooms September 20th to 25th.

MIGUEL

Radiant raspberry red decorative type with good keeping qualities. Good growth and stem. Makes an excellent cut flower. Blooms October 8th to 10th.

GENISTA

Very early solid yellow pompon of good size. Dwarf bushy habit. Blooms from the end of August but in full bloom by September 12th.

ORPHEUS

Brilliant Roman red large pompon with perfect full form and very hard substance. Excellent strong and long stems with perfect spray formation. Very vigorous clean/upright growth. Matures October 10th to 12th. This variety is equal if not superior to any cloth house red now in existence. Blooming nicely for early October and can be shaded to bloom in late August and early September without fading.

PINCHING SCHEDULE FOR GARDEN CHRYSANTHEMUMS

Natural
Flowering Date

Sept. 1
Sept. 15
Sept. 30
Oct. 10
Oct. 15

Pinching Date
for Cut Flowers

June 7
June 14
June 24
June 30
July 4

Pinching Date
for Border Plants

July 4
July 11
July 18
July 25
Aug. 1

COMBINATION OFFERS

SPECIAL No. 1

Our selection of varieties for cutting

SPECIAL No. 2

Our selection for pots
or bedding

SPECIAL No. 3

Our selection: Half for cutting
Half for bedding

SPECIAL No. 4

Our selection for Mothers' Day blooming

SPECIFY HOW MANY VARIETIES

- | | | |
|----|---|----------|
| A. | 250 r.c. | \$ 14.25 |
| | 50 each of 5 varieties | |
| B. | 500 r.c. | \$ 25.50 |
| | 50 each of 10 varieties or 100 each of 5 varieties | |
| C. | 1000 r.c. | \$ 48.00 |
| | 50 each of 20 varieties or 100 each of 10 varieties or 200 each of 5 varieties | |
| D. | 2500 r.c. | \$112.50 |
| | 50 each of 50 varieties or 100 each of 25 varieties or 250 each of 10 varieties or 500 each of 5 varieties | |

Hardy Mum Pot Plants for Mother's Day

Garden or hardy mum plants in full bloom make ideal potted plants for Mother's Day. This should be a valuable addition to the list of spring pot plants. For best results 5 cuttings should be planted into a 6" pot or 2 cuttings into a 4" pot. After these pot plants are through flowering they should be cut back within three inches of the soil level and planted into the garden. These same plants will bloom again in the fall. There is a long list of varieties to choose from and to facilitate selection we are offering a 500 cutting collection suitable for this culture. This collection has the better varieties which have been tried and proven.

Single Pinch Method

1. Plant 5 rooted cuttings from lighted stock, March 3 in a 6" pot.
2. Pinch plants March 10.
3. Grow in 60° house.
4. Apply black cloth April 14, if necessary.

Two Pinch Method

1. Plant 5 rooted cuttings from lighted stock, February 11, and pinch same day.
2. Apply 4 hours of additional light each night from Feb. 11 to March 10.
3. Pinch second time March 10, give short day treatment April 14, if necessary.
4. Grow in 60° house.



Hardy Pot Mums for Mother's Day

SYMBOLS — (L) LARGE — (D) DECORATIVE — (P) — POM — (C) CUSHION — (S) SINGLE — (B) BUTTON

*Recommended for Mother's Day pot plants pinched and short day treatment same day

**Recommended for Mother's Day — but should be pinched seven (7) days after starting short day treatment

D Varieties recommended as better when disbudded

GARDEN CHRYSANTHEMUMS

| Variety | Size and Type | Color | Height | Matures | Price 50 only |
|------------------|---------------|-------|--------|----------|---------------|
| WHITE | | | | | |
| Candlelight | (D) | Ivory | Med. | Sept. 5 | 3.00 |
| D. D. Ahrens | (D) | White | Tall | Sept. 10 | 3.00 |
| Paper White | (D) | White | Med. | Sept. 10 | 4.00 |
| *Chris. Columbus | (LD) | Cream | Tall | Sept. 15 | 3.50 |
| Wh. Cushion | (C) | White | Short | Sept. 15 | 3.00 |
| *Calcite | (D) | Cream | Med. | Sept. 15 | 3.00 |
| Drifted Snow | (D) | Cream | Med. | Sept. 15 | 3.00 |
| Polar Ice | (LD) | White | Med. | Sept. 15 | 3.50 |
| *Wh. Bounty | (B) | White | Tall | Sept. 15 | 3.50 |
| *D Wh. Tower | (LP) | Cream | Tall | Sept. 15 | 3.50 |
| Wh. Wonder | (LP) | Ivory | Med. | Sept. 25 | 3.00 |
| *Shalimar (H) | (LP) | Cream | Tall | Sept. 25 | 4.50 |
| Wh. Cloud | (D) | White | Tall | Sept. 25 | 3.50 |
| *Pepita | (B) | White | Med. | Sept. 28 | 3.50 |
| Snow Fall | (D) | White | Med. | Oct. 1 | 3.50 |
| Ermine | (D) | Ivory | Med. | Oct. 1 | 4.00 |
| Spin Drift | (LD) | White | Med. | Oct. 1 | 6.25 |
| Winterset (H) | (LD) | White | Med. | Oct. 1 | 3.25 |
| Lyric | (S) | White | Short | Oct. 5 | 4.50 |
| Avalanche | (LD) | Cream | Tall | Oct. 5 | 3.25 |
| Fragrant | (D) | White | Tall | Oct. 5 | 3.25 |
| Horizon | (P) | White | Med. | Oct. 5 | 4.50 |
| Youdath's White | (LD) | White | Med. | Oct. 5 | 3.00 |
| *Monogram | (S) | White | Short | Oct. 5 | 4.00 |
| *Classic | (B) | White | Tall | Oct. 10 | 4.00 |
| Maestro | (P) | White | Short | Oct. 10 | 4.00 |
| *Renown | (S) | White | Med. | Oct. 10 | 4.00 |
| Wh. Spoon | (Spoon) | White | Med. | Oct. 10 | 3.00 |
| *D Silverplate | (D) | White | Med. | Oct. 12 | 4.00 |
| Silver Ball | (P) | White | Tall | Oct. 15 | 2.75 |
| Irene | (B) | White | Med. | Oct. 15 | 3.00 |
| Norona | (SP) | White | Med. | Oct. 15 | 4.50 |

YELLOW

| | | | | | |
|-----------------------|---------|--------------|-------|----------|------|
| Butterball (H) | (P) | Golden | Short | Sept. 1 | 3.00 |
| *Early Gold | (P) | Golden | Short | Sept. 5 | 3.50 |
| *Golden Hours | (P) | Chrome Yel. | Med. | Sept. 8 | 3.25 |
| Ruthann Lehman | (LP) | Canary | Med. | Sept. 12 | 4.50 |
| Genista (new) | (P) | Canary | Med. | Sept. 12 | 7.50 |
| Yel. Supreme (H) | (C) | Bright Lemon | Short | Sept. 15 | 3.00 |
| *Pomponette | (P) | Golden | Short | Sept. 15 | 3.00 |
| Yel. Cushion | (C) | Light Yellow | Short | Sept. 15 | 3.00 |
| Sunapee | (P) | Deep Lemon | Tall | Sept. 15 | 3.25 |
| *Yel. Chris. Columbus | (LD) | Bright Lemon | Med. | Sept. 15 | 3.50 |
| Yel. Avalanche | (LD) | Lt. Lemon | Tall | Sept. 15 | 3.25 |
| *Early Yellow | (B) | Dp. Lemon | Short | Sept. 15 | 3.00 |
| Defiance (H) | (D) | Golden | Tall | Sept. 15 | 3.50 |
| Golden Carpet | (P) | Golden | Short | Sept. 15 | 4.50 |
| Ming | (P) | Orange Yel. | Med. | Sept. 18 | 5.00 |
| *Sept. Sunshine | (S) | Bright Lemon | Med. | Sept. 20 | 3.25 |
| Wychwood | (LP) | Canary | Med. | Sept. 20 | 3.25 |
| Canary Wonder | (P) | Canary | Med. | Sept. 25 | 5.00 |
| Charles Nye | (LP) | Deep Lemon | Tall | Sept. 25 | 3.25 |
| *Honeycomb | (P) | Golden | Med. | Sept. 25 | 3.00 |
| *Moonlight (DePetris) | (D) | Bright Yel. | Med. | Sept. 25 | 5.00 |
| *D Lee Powell | (LD) | Chinese Yel. | Tall | Sept. 25 | 5.00 |
| Tangerine | (LD) | Dp. Orange | Med. | Sept. 25 | 3.25 |
| Flaxen Beauty | (LD) | Light Lemon | Med. | Oct. 1 | 5.00 |
| King Midas | (LD) | Lemon | Med. | Oct. 1 | 3.00 |
| *Chiquita | (B) | Deep Lemon | Med. | Oct. 1 | 3.25 |
| James Eadie | (LP) | Deep Chrome | Tall | Oct. 5 | 3.25 |
| Garland | (S) | Lemon | Short | Oct. 5 | 4.50 |
| Polaris | (S) | Golden Buff | Med. | Oct. 5 | 4.00 |
| Vanguard | (LP) | Golden | Med. | Oct. 5 | 5.00 |
| *D Mrs. Rotan | (LD) | Deep Chrome | Med. | Oct. 5 | 3.25 |
| Dwight Douglas (new) | (LD) | Golden Yel. | Med. | Oct. 5 | 7.50 |
| *Yellow Spoon | (Spoon) | Light Yellow | Med. | Oct. 10 | 3.50 |
| Treasure | (P) | Golden | Tall | Oct. 10 | 4.50 |

MINIMUM ORDER 50 CUTTINGS OF A VARIETY. SEE LIST ON BACK PAGE FOR QUANTITY PRICES.

GARDEN CHRYSANTHEMUMS

| Variety | Size and Type | Color | Height | Matures | Price 50 only |
|-------------------------------|---------------|--------------|--------|---------|---------------|
| BRONZE AND RED—(Cont.) | | | | | |
| Fireside | (D) | Burnt Orange | Tall | Oct. 10 | 4.00 |
| Nytoda | (S) | Golden Apr. | Med. | Oct. 12 | 5.00 |
| Admiral | (D) | Dark Red | Med. | Oct. 12 | 4.50 |
| Fashion | (D) | Rosewood | Med. | Oct. 12 | 4.00 |
| Witchery | (D) | Golden Br. | Med. | Oct. 12 | 4.00 |
| Nokomis | (LD) | Red Bronze | Med. | Oct. 12 | 4.00 |
| Nocturne | (P) | Crimson | Med. | Oct. 12 | 4.00 |
| Robinhue | (LD) | Dark Red | Tall | Oct. 15 | 4.00 |
| Br. Pyramid | (LD) | Orange Br. | Tall | Oct. 15 | 3.25 |
| Detroit | (P) | Red Bronze | Tall | Oct. 15 | 3.50 |
| *Carmelita | (LD) | Apr. Bronze | Tall | Oct. 15 | 4.00 |
| Cocktail | (P) | Salmon Br. | Med. | Oct. 15 | 4.50 |
| Rajah | (S) | Scarlet | Tall | Oct. 15 | 4.50 |

| | | | | | |
|--------------------------|----------|----------------|-------|----------|------|
| PINK AND LAVENDER | | | | | |
| Gladness | (D) | China Rose | Short | Aug. 28 | 3.50 |
| Cecil Beed | (D) | Deep Lav. | Med. | Sept. 1 | 5.00 |
| Dr. Longley | (D) | Rose Pink | Med. | Sept. 1 | 4.00 |
| Sal. Precose | (LD) | Salmon Pink | Short | Sept. 1 | 3.50 |
| *Welcome | (S) | Mellow Purple | Med. | Sept. 1 | 3.00 |
| Purple Star | (P) | Purple | Med. | Sept. 5 | 3.00 |
| Barbara Small | (P) | Lavender | Tall | Sept. 10 | 3.25 |
| *D Nye's Favorite | (D) | Lavender | Med. | Sept. 10 | 3.50 |
| *Orchid Helen | (D) | Orchid Lav. | Med. | Sept. 10 | 4.50 |
| *Royal Robe | (D) | Purple | Med. | Sept. 15 | 6.25 |
| Chippewa | (LD) | Br. Purple | Med. | Sept. 15 | 3.25 |
| Violet | (P) | Amaranth Pk. | Med. | Sept. 15 | 3.25 |
| Fairbow | (P) | Lavender Pk. | Med. | Sept. 20 | 3.50 |
| Tapestry | (LD) | Bright Pink | Med. | Sept. 20 | 4.50 |
| Heather Bloom | (D) | Heather Pink | Med. | Sept. 20 | 3.00 |
| *Alert | (LD) | Dark Purple | Med. | Sept. 20 | 3.50 |
| Olive Longland | (LD) | Apr. Salmon | Med. | Sept. 25 | 2.75 |
| Imp—Early Wonder | (P) | Lavender | Med. | Sept. 25 | 3.00 |
| *Spellbound | (D) | Lavender | Med. | Sept. 25 | 3.25 |
| Capt. J. Smith | (C) | Lavender Pink | Short | Sept. 25 | 3.00 |
| *Maj. Cushion | (C) | Lavender | Short | Sept. 25 | 3.00 |
| Pink Beauty | (D) | Salmon Pink | Med. | Sept. 25 | 3.00 |
| September Dawn | (D) | Rose Pink | Med. | Sept. 25 | 3.00 |
| Pink Opal | (P) | Persian Rose | Med. | Sept. 28 | 5.00 |
| Rosita | (B) | Lavender Rose | Med. | Sept. 28 | 3.25 |
| Malinda Brown | (P) | Lavender Rose | Med. | Sept. 28 | 6.25 |
| Betty | (LD) | Pk. Rose Ctr. | Tall | Sept. 28 | 3.25 |
| Misty Maid | (D) | Light Pink | Med. | Sept. 28 | 3.50 |
| *D Pat. Lehman | (D) | Peach Pink | Tall | Sept. 28 | 4.50 |
| Early Wonder | (P) | Lavender | Int. | Oct. 1 | 3.00 |
| Fascination | (LD) | Lavender Pink | Med. | Oct. 1 | 6.25 |
| *D Myrtle Walgreen | (LP) | Amar. Purple | Med. | Oct. 1 | 3.50 |
| *Tiffany Rose | (S) | Deep Rose | Med. | Oct. 1 | 3.00 |
| Alex Cummings | (LD) | Deep Rose | Tall | Oct. 3 | 6.25 |
| Enterprise | (P) | Amaranth | Tall | Oct. 5 | 5.00 |
| *Pink Surprise | (D) | Lavender | Tall | Oct. 5 | 3.50 |
| *Lavender Lady | (D) | Lavender Pink | Tall | Oct. 5 | 3.50 |
| Ponca | (D) | Dk. Lavender | Short | Oct. 10 | 3.50 |
| Dream Girl | (P) | Lt. Lavender | Med. | Oct. 10 | 3.50 |
| Brigadier | (D) | Salmon Rose | Int. | Oct. 10 | 5.00 |
| Argonne | (P) | Dark Lavender | Med. | Oct. 10 | 3.50 |
| Courtier | (D) | Lavender Pink | Med. | Oct. 10 | 4.50 |
| Orchid Spoon | (Spoon) | Orchid Lav. | Med. | Oct. 10 | 3.50 |
| Rose Spoon | (Spoon) | Lavender Rose | Med. | Oct. 10 | 3.00 |
| Lassie | (LD) | Dark Pink | Med. | Oct. 10 | 4.50 |
| *Masquerade | (P) | Lavender Rose | Med. | Oct. 10 | 3.50 |
| *Joybringer | (D) | Salmon Rose | Short | Oct. 10 | 4.00 |
| Winsome | (L-Ref.) | Lav. Purple | Tall | Oct. 10 | 3.50 |
| Sweetheart | (S) | Light Lavender | Tall | Oct. 10 | 4.00 |
| *Serenade | (S) | Magenta | Tall | Oct. 10 | 4.00 |
| Ronnie | (P) | Dk. Lavender | Int. | Oct. 12 | 3.50 |
| Elizabeth Hood | (LD) | Lav. Pink | Med. | Oct. 12 | 5.00 |
| Salute | (S) | Deep Orchid | Tall | Oct. 12 | 4.00 |
| Allegro | (P) | Shrimp Pink | Med. | Oct. 12 | 3.25 |
| Adagio | (P) | Raspberry Rose | Tall | Oct. 12 | 4.00 |
| Dawn Rose | (LD) | Grenadine Pink | Med. | Oct. 15 | 3.50 |
| Symphony | (D) | Mauve & Lav. | Tall | Oct. 15 | 3.00 |
| *Jewell | (P) | Lavender Pink | Med. | Oct. 15 | 3.00 |
| Dark Jewell | (P) | Dark Lavender | Med. | Oct. 15 | 3.00 |

MINIMUM ORDER 50 CUTTINGS OF A VARIETY. SEE LIST ON BACK PAGE FOR QUANTITY PRICES.

THIS TABLE INDICATES PRICES FOR MORE
THAN 50 OF A VARIETY, ON ONE ORDER.

| Per 50 | Per 100 | | | | |
|--------|---------|---------|---------|-----------|---------|
| 50 | 100-250 | 300-450 | 500-950 | 1000-2450 | 2500 Up |
| 2.75 | 5.20 | 4.95 | 4.65 | 4.40 | 4.10 |
| 3.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 |
| 3.25 | 6.15 | 5.85 | 5.50 | 5.20 | 4.85 |
| 3.50 | 6.65 | 6.30 | 5.95 | 5.60 | 5.25 |
| 4.00 | 7.60 | 7.20 | 6.80 | 6.40 | 6.00 |
| 4.50 | 8.55 | 8.10 | 7.65 | 7.20 | 6.75 |
| 5.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| 6.25 | 12.00 | 11.50 | 11.00 | 10.50 | 10.00 |

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&
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